diy®

network Canada is a SMASH hit!

From the people who brought you HGTV and Food Network, DIY Network Canada is the destination for rip-up, knock-out home improvement television at its best – a channel that shows you how to do it yourself and add all-important value to your home.

WHY CHOOSE DIY NETWORK CANADA?

• Steady AMA growth and quickly nailed down a spot as a top 10 digital specialty channel since launching in Oct '09
• Ranks 8th amongst A25-54 & A18-49
• In 2.1 million homes across Canada
• A strong and clearly defined offering that viewers understand and enjoy
• Credible experts who make "how-to" fun
• Uniquely positioned to help viewers save money on small or big home improvement efforts
• Great compliment to HGTV

Source: BBM Canada PPM data, Total Canada, Mo-Su 2a-2a, Aug 31/09 – Feb 28/10; excludes Paid Programming where applicable. Note – contains overnight data

ATTRACTIVE AUDIENCE PROFILE

• Adults 25-54, skewing female
• Upscale viewer, married with children, owns a home, educated
• Household income of 75K+
• Interested in improving their homes, treating themselves to the finer things in life, and being in tune with their health and well-being
• Over half of Canadian adults either watch home improvement television or engage in DIY projects

Source: F09 BBM Canada PPM; Aug 31/09 – Jan 3/10; Mo-Su 2a-2a; Total Canada; FL09 BBM Extended Diary (October 19 start); English Canada; Mo-Su 6a-2a; A18-54

DIY Network Canada offers a power-packed programming schedule filled with entertaining series and unique specials for first-time do-it-yourselfers or renovation enthusiasts.

NEW THIS SPRING

• Indoors Out
• 10 Grand in Your Hand
• Blog Cabin

SUCCESSFUL SERIES

• Cool Tools   • Sweat Equity
• BATHtastic!   • Man Caves
• Kitchen Impossible
• Desperate Landscapes

SALES OPPORTUNITIES

• Contests/promotions
• Sponsored events/stunts/themed programming
• Brandsell ads/billboards
• Interstitials ("DIY Basics", "DIY Projects", "DIY Quick Tips")
• Custom tailored sponsorship packages

CHRIS GRUNDY
COOL TOOLS

JASON CAMERON
DESPERATE LANDSCAPES

AMY MATTHEWS
BATHROOM RENOVATIONS

SHAW MEDIA

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